



**FULL — AND — FAIR**  
**FUNDING**  
**INVEST IN PUBLIC SCHOOLS**

**SIGN THE PETITION.**

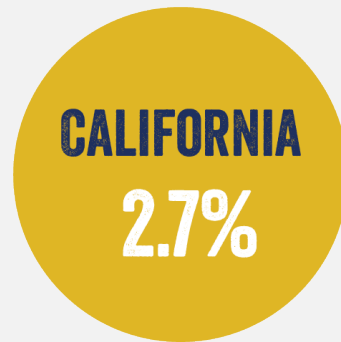
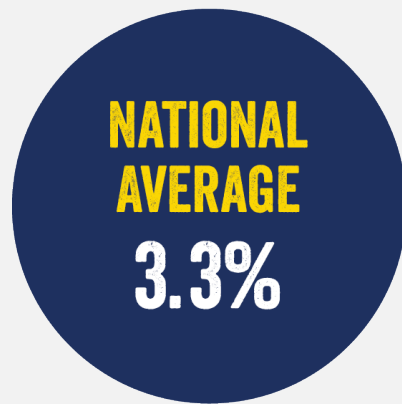
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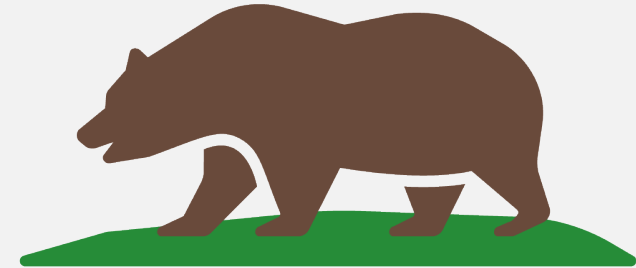
# BUDGETS ARE **PRIORITY** STATEMENTS

California has the 5th largest economy in the world and the largest GDP of any state, yet ranks near the bottom in nearly every measure of school funding or school staffing.

## PERCENTAGE OF TAXABLE INCOME SPENT ON EDUCATION



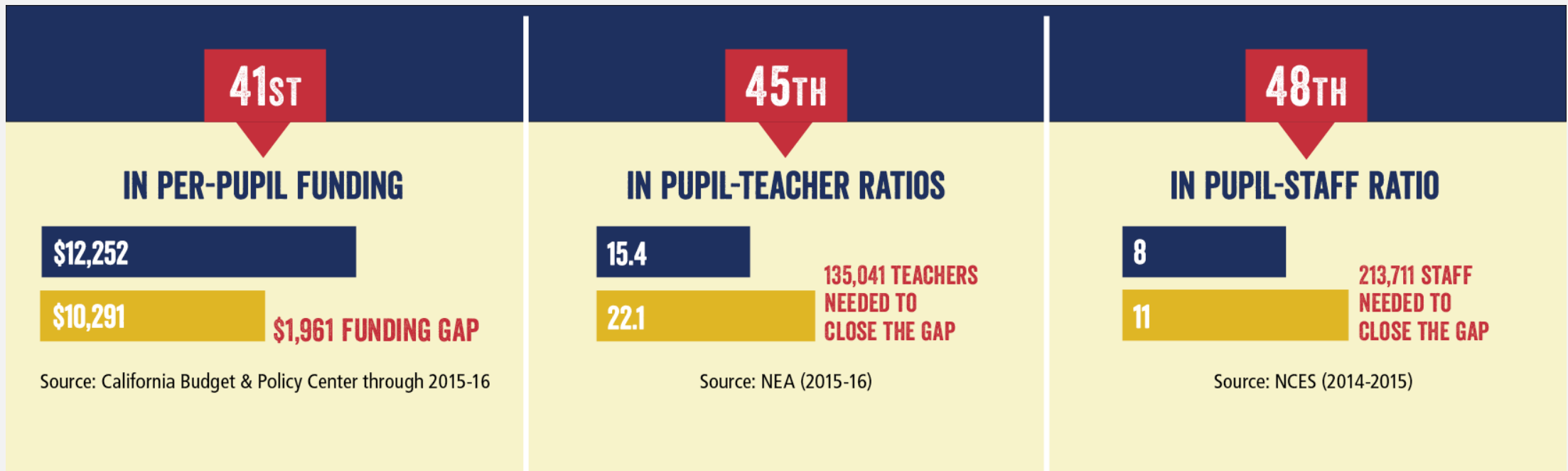
CALIFORNIA'S  
RANK TIED FOR  
**45<sup>TH</sup>**



CALIFORNIA REPUBLIC

# FALL FROM GRACE

In 1970, California's school system rated top five in per-pupil funding. Since then, other states have prioritized education while California has plummeted to the bottom of the national rankings.



■ National Average ■ California

# LOW STAFFING LEVELS

Low staffing levels in California schools deprive students of the adult care and support services they need to learn and thrive

<b>PUPIL-STAFF RATIOS</b>	<b>All Staff</b>	<b>Officials and admin.</b>	<b>Principals and asst. principals</b>	<b>Instructional aides</b>	<b>Guidance counselors</b>	<b>Librarians</b>
California	11.7	2,141	382	97.6	822	8,096
National Average	8.1	750	298	67.8	491	1,109
Difference	3.6	1,391	85	29.8	331	6,981
Additional staff to close gap	238,781	5,469	4,695	28,456	5,186	4,909
Ranking	48th	47th	44th	46th	49th	50th



**WE'RE STILL 41<sup>ST</sup>** in the nation in per-pupil funding. Something needs to change.

We need to have an honest conversation about how we fund our schools at a state and local level.”

— Gavin Newsom, State of the State (Feb. 12, 2019)

**IF CALIFORNIA FUNDED SCHOOLS  
AT THE NATIONAL AVERAGE,  
a school of 500 students would have an additional \$980,500.**

If the state funded schools at  
**just the national average**, that  
would increase funding by

**\$1,961** per pupil



For a classroom of 25 students,  
that's an additional

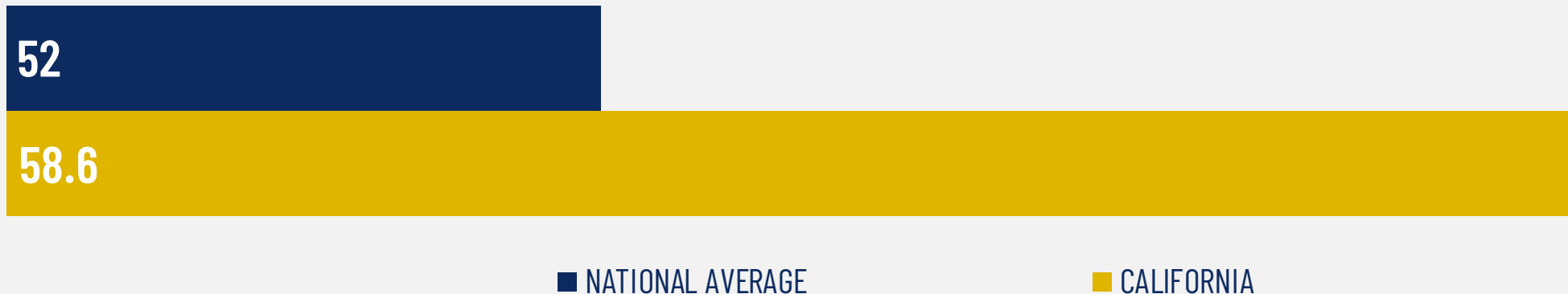
**\$49,025**

for student support services

# HIGH STUDENT NEED / INADEQUATE INVESTMENT

The problems posed by California's dismal school funding levels are compounded by the high level of student need and the state's high cost of living: 58% of California's public school students are eligible for free or reduced-price lunch — above the national average of 52%.

## FREE OR REDUCED-PRICE LUNCH ELIGIBLE



Source: California Dept. of Education Student Poverty FRPM Data (Mar 2016)

# HIGH STUDENT NEED / INADEQUATE INVESTMENT

California also has the nation's highest percentage of English learner students at 23% – more than twice the national average of 9%.

## ENGLISH LEARNERS (% OF ENROLLMENT)

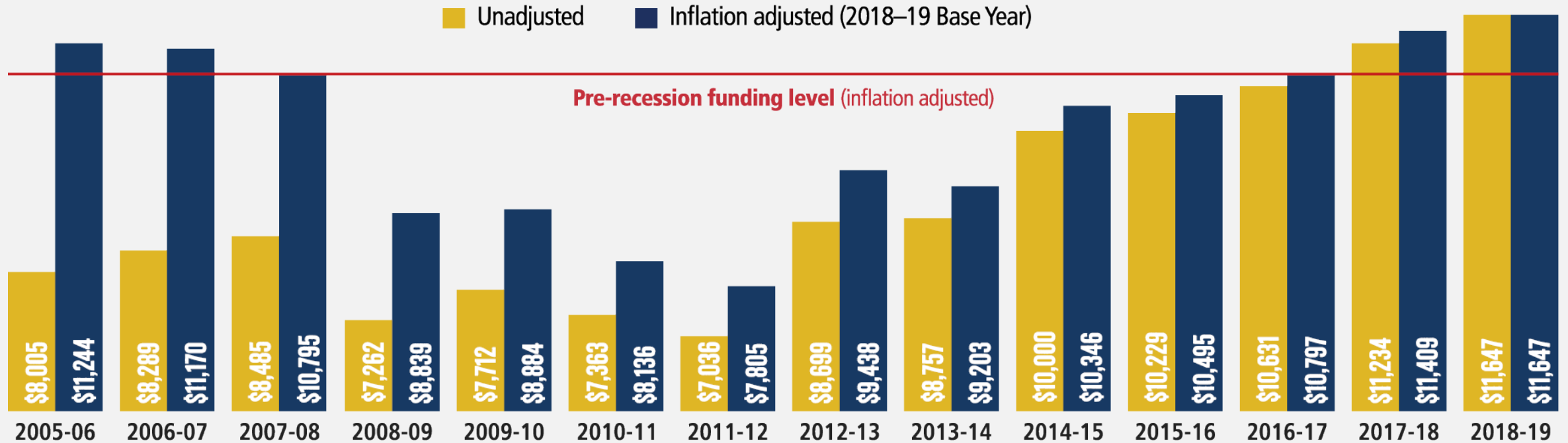


Source: NCES (2013-14)



# RECENT INCREASES HAVE ONLY RESTORED PUBLIC SCHOOL FUNDING LEVELS TO WHAT THEY WERE BEFORE THE GREAT RECESSION

## CALIFORNIA PER-PUPIL FUNDING FROM PROP 98



2007-08 funding adjusted for inflation: **\$10,795** per student | 2017-18 funding adjusted for inflation: **\$11,409** per student | Total gain over nine budget years: **\$614** per student

# ATTITUDES ON EDUCATION FUNDING OPTIONS IN CALIFORNIA

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Interviews Conducted | March 23-28, 2019

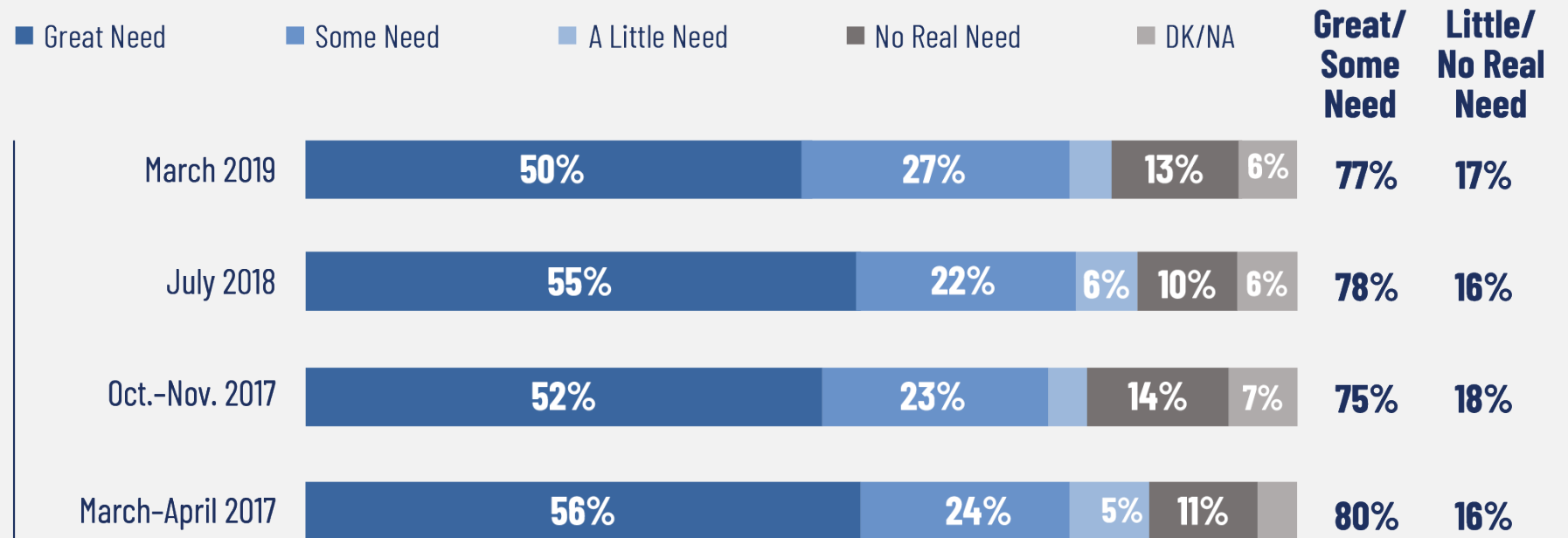


FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES



# **VOTERS CONTINUE** to overwhelmingly believe the state's schools have a need for funding.

## Schools in the state of California



# Ballot Measure Language Tested in the Survey

## \$11 Billion Measure

### Taxes to Fund Education.

- Increases taxes on corporate income over \$1 million by up to 5%
- Increases personal income taxes on annual earnings over \$1 million by up to 1.5%
- All funding to be used by local K-12 school districts and community college districts to improve education in science, technology, engineering and math; train students for 21st century careers; retain/attract quality teachers; improve school safety/security; and other educational programs.
- Allocates these tax revenues 89% to K-12 schools and 11% to California Community Colleges.

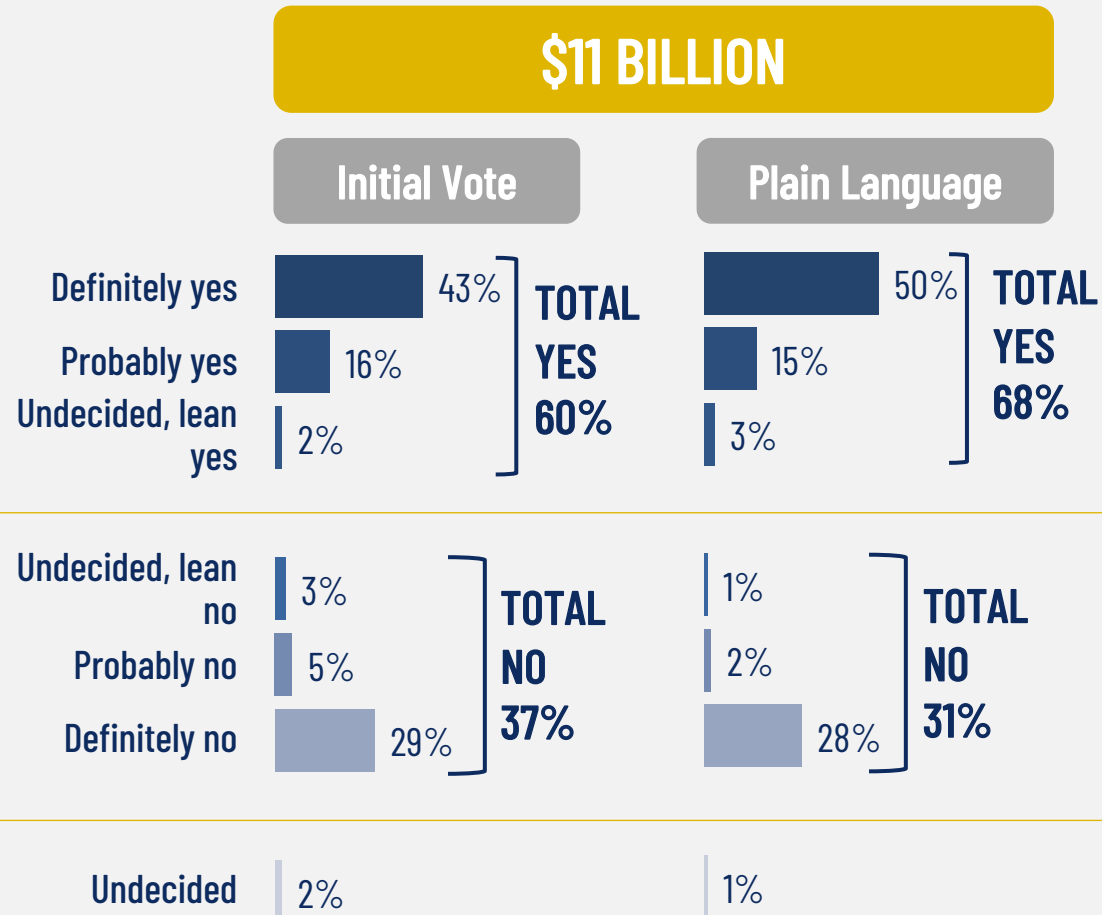
### Summary of Fiscal Impact:

Additional state revenues of **\$11 billion** per year in addition to existing state funding for local schools and community colleges, likely increasing annually thereafter.

# **Survey respondents** were provided a **plain-language description of the measure.**

(This measure) would increase funding for public elementary, middle and high schools as well as for community colleges by raising taxes on wealthy corporations and individuals. It would generate approximately 11 billion per year to be used to attract and retain quality teachers; improve school safety and security; improve education in science, technology, engineering and math; train students for 21st century careers; provide nurses and guidance counselors; provide arts and music education; expand vocational and career education programs; and other educational programs. The funding would go straight to local schools and could not be kept by the state or used to replace existing state funding for education. Local school districts and community college districts would decide how funds would be spent and all decisions would be made in public meetings and subject to annual independent audits.

# **SUPPORT FOR AN EDUCATION FUNDING** measure intensifies and increases significantly and solidifies with information.



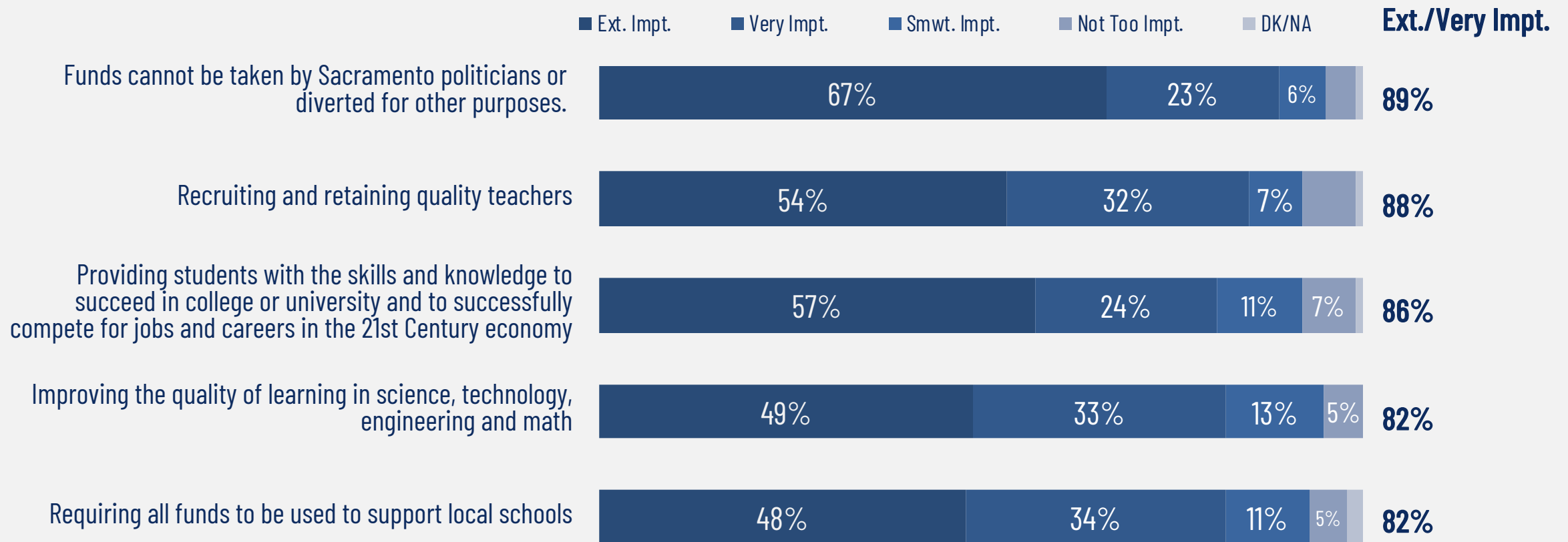


# BALLOT MEASURE ELEMENTS

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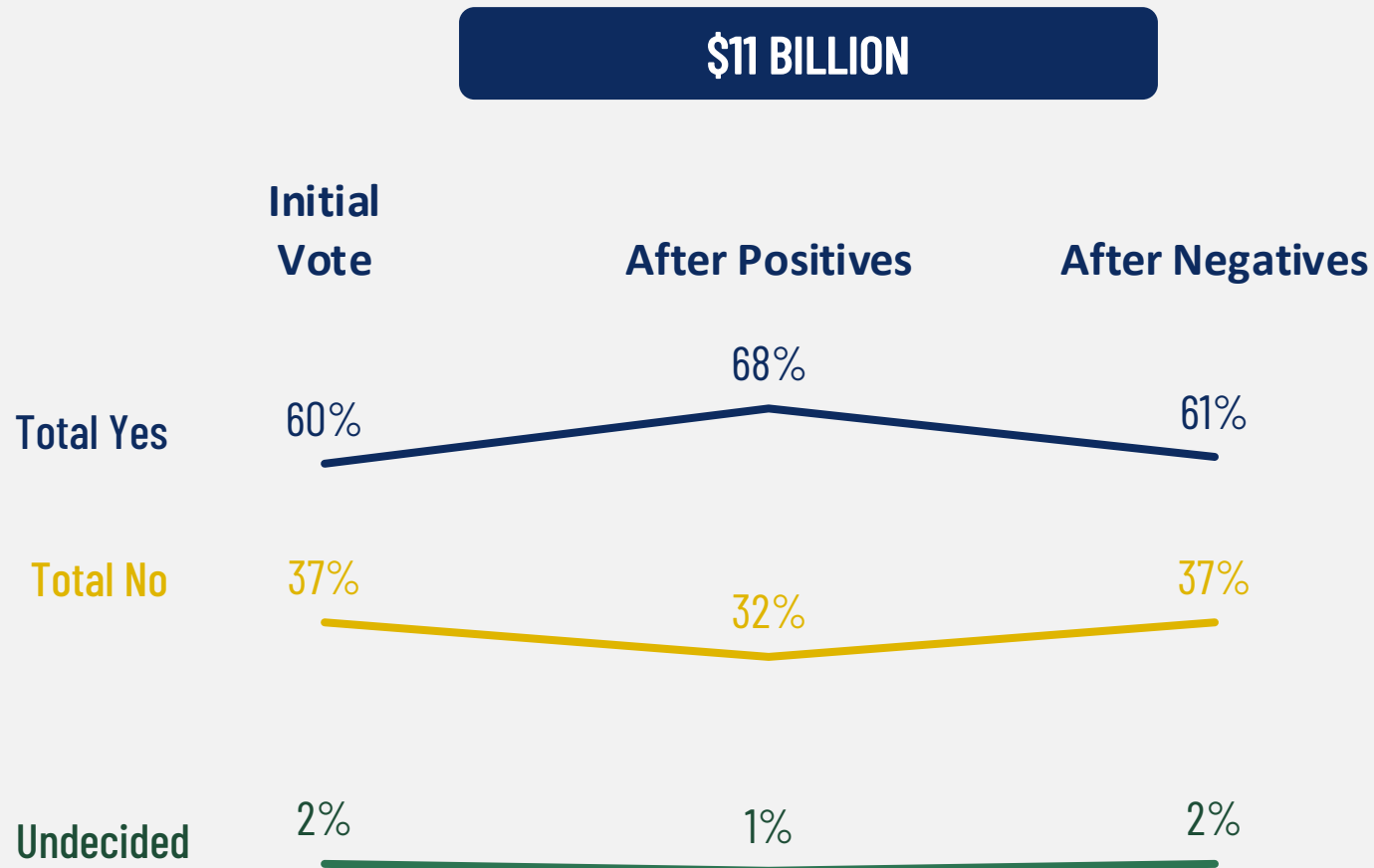


# THE HIGHEST PRIORITIES FOR VOTERS are preventing funds from being diverted and recruiting, training and retaining quality teachers.






# NEGATIVE MESSAGING pushes support down, but support still remains high.



# CONCLUSIONS

- A ballot measure to raise \$11 billion for K-12 education and community colleges has support from nearly six in ten voters.
- A strong effort to communicate is necessary to build support and solidify against potential opposition.
- The measure's potential uses of funds needs to include the recruiting, training and retaining quality teachers, promoting career and STEM education, and providing adequate classroom materials and supplies.
- Fiscal accountability is very important to voters and must be an explicit part of the ballot measure, particularly preventing state diversion of funds, requiring all funds support local schools and school boards must make budget decisions in open meetings.
- The survey demonstrates that the measure can stand up to opposition, when supporters communicate first.
- However, the interplay with other measures on the ballot could have a substantial impact on voters' attitudes and will be factored into further research.



# **THE CALIFORNIA SCHOOL BOARDS ASSOCIATION** **is calling on the Legislature to raise school funding** **to the national average by 2020 and to the average** **of the top 10 states by 2025.**

Join CSBA and its partners in the fight to provide every California student with a high-quality education and the resources needed for success in college, career, and civic life.

**SIGN THE PETITION.**  
[www.fullandfairfunding.org](http://www.fullandfairfunding.org)

# Methodology

- 1,021 interviews with California voters likely to participate in the November 2020 election
- Conducted March 23-28, 2019
- Interviews conducted online and by telephone (landline and cell)
- Margin of sampling error  $\pm 3.1\%$  at the 95% confidence interval for the full sample
- Due to rounding, some percentages do not add up to 100%



# FULL & FAIR FUNDING

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